





1967 YEAR BOOK

WITH REPORTS FOR 1965-1966

MASSACHUSETTS HORTICULTURAL SOCIETY

The Massachusetts Horticultural Society is a non-profit membership organization, incorporated June 2, 1829, for the purpose of encouraging the practice of horticulture and the art of gardening.



PRESIDENT'S REPORT 1966

During the year 1966 the Massachusetts Horticultural Society underwent several significant changes. It was a difficult year in many ways.

First, was the prolonged illness of our President, Oliver Wolcott. He entered the hospital in early summer last year and did not return to his home until October where he was making a slow but steady recovery until early March of this year. He was, in fact, planning to attend the Spring Flower Show, but had a set-back and died on March 11. The Society will greatly miss his wise counsel and effective administration. In addition, his loss will be keenly felt not only by his family but also by his community. Since the beginning of Mr. Wolcott's illness, the Executive Committee has assumed the functions of the President in order to continue to administer effectively the affairs of the Society.

After nearly three years of work devoted to the editorial and physical improvement of *HORTICULTURE*, a long series of testing programs were completed to determine how and to whom the magazine could best be sold. On the basis of this information the Society undertook the largest single subscription campaign of its history. It was a very expensive mail promotion program, but it was undertaken to bring *HORTICULTURE* to a level of circulation at which the magazine would no longer be a financial burden to the Society. As a result of the program, I am happy to report that we have boosted our circulation from 86,000 in January to 123,000 in December – a growth of about 45 per cent.

As a result of this increase, we will announce new advertising rates in August, to become effective on January 1, 1968. This is the first rate increase in 13 years, and will help the *HORTICULTURE* budget significantly in 1968. It is too early to forecast subscription renewals for 1967 at this time. The first 3 months showed a marked im-



provement. However, 1967 is a crucial year depending on the further trend of subscription renewals. Mr. Lees, our Executive Secretary, and Mr. Bates, our Business Manager, are optimistic to the point of predicting the magazine itself will break even this year, even before the benefit of the increase in advertising income materializes. I hope they are correct.

I'm pleased to report, too, that the Trustees have agreed to engage as a consultant a recognized magazine publication expert to further examine our procedures and policies and to give us his appraisal of *HORTICULTURE*'s present position and its potential for the future to further check on our own judgment.

The fulfillment, (that is the maintenance and servicing of the subscription list of *HORTICULTURE*), has been extremely difficult problem. The difficulties started early in the year after the death of the key person in the fulfillment company handling our list. We had to shift to another company during the hectic days of the 1966 Spring Flower Show. Then, due to the limitations of our old system and equipment and the anticipated growth in circulation, a shift was made to computer operation. Conversion of a mailing list to a computer is by no means a simple problem. We are making significant strides with this problem, however, and while we know the list will never be perfect (there are approximately 1,000 address changes, alone, each month) we are striving for efficiency.

Mailing problems have been complicated, too, by the growth of our subscription list, by zip coding and by the difficulties of a large postal operation.

We have invested heavily in time, effort and money, and while we are extremely hopeful, and at the moment indications are good, we cannot measure the results until the year has passed.

Perhaps the most significant single accomplishment of the year was a re-examination of the pur-
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*Planting Day in Dorchester
August 4, 1966.*

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Top: The Pilot Garden of the Roxbury / Dorchester Community Beautification Committee is a co-operative effort of many groups and organizations which were brought together by the Massachusetts Horticultural Society.

Bottom: Mrs. John Volpe inspects "before" photographs at dedication ceremony with Mrs. George Bailey, Jr., President of the Beautification Committee, and Dr. Merle L. Howes, Foundation Advisor and Head of 4-H and Youth Work, University of Massachusetts.

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The Society recognizes Mrs. Lyndon B. Johnson's achievements in making the people of the nation aware of their surroundings by presenting her with the Society's Large Gold Medal. Mrs. Claiborne Pell, wife of the Senator from Rhode Island, received the medal from President Wolcott at the 1966 New England Spring Flower Show. With them are Mrs. John Volpe and Carlton B. Lees.



Top row, left to right: One of several rich decorations of nuts, cones, gourds and pods, which were especially designed for the Lecture Hall columns for the 1966 Christmas Show, staged in co-operation with The Garden Club Federation of Massachusetts, Inc.

The horticulture section of the same show with wreaths, many kinds of green materials and other Christmas plants on display.

Jay Stinson, Co-ordinator of Education for the Society, greets Mrs. George Wallace of Fitchburg who arrived at the 1966 Spring Show by helicopter. Mrs. Wallace is receiving a bouquet of daisies in Uncle Sam's top hat, the symbol for the Show.

Mrs. Theodore Coumios of Cohasset inspects Bonsai Chrysanthemums at the 1966 Fall Show.

Bottom row, left to right: The temptation of bright apples is always great for children at the Fall Show.

Putting together the Spring Show is hard work but, obviously, also has humorous moments for these members of the Women's Exhibition Committee.

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Top: The Annual Rose Show, in co-operation with the New England Rose Society, helps many members and other visitors to decide on varieties for their own garden.

Bottom: Everyone is a potential rose grower.

PRESIDENT'S REPORT

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pose and program of the Society. This re-examination came about because of the need to decide about the future of Horticultural Hall because of major developments in our neighborhood. Consequently, we found that we could not separate building from program or program from building.

Members of the Board of Trustees met with officials from the University of Massachusetts, the Christian Science Mother Church (which is mainly responsible for the redevelopment of our neighborhood), the Boston Redevelopment Authority and with realtors and architects to examine every facet of the building and the program. In September 1966 the newly-formed Planning Committee submitted a report to the Trustees. The report recognized the increasing need both for the influence of the Society and for the role of horticulture in the growing urbanization of our country. The Planning Committee report made four basic points:

1. "that the Society recognize and give new emphasis to the role of horticulture in the creation and conservation of human environment . . . and become a more important influence for improving the quality of the environment.
2. "that the Society take the leadership in fundamental programs and activities which contribute to the overall advancement of horticulture.
3. "that the Society make every possible effort to establish, or cause to be established, appropriate information/meeting/class/demonstration centers, on its own or in co-operation with appropriate organizations and/or institutions, throughout the Commonwealth of Massachusetts.
4. "that the Society make every effort to establish a conservatory gallery for the display of living plants and related artifacts and

products, at all times, to demonstrate the interdependence of man and plants."

It was tentatively agreed that the Society could best achieve these goals by retaining Horticultural Hall. However, it is recognized that eventually we will be required to raise funds so that we can expand our program as outlined and adapt the Hall to the needs of our future environment and our expanded role in horticulture and allied fields.

As we look to the future, there are many problems which need to be solved. We need more members and we need greater participation by members in the affairs of the Society. We must provide more and better services to members and to the community at large. Above all we must think of the future in terms of the ever-increasing need to achieve the goals for which the Massachusetts Horticultural Society was founded.

Oliver F. Ames, Acting President

In view of the many substantial steps taken by the Board of Trustees to carry to completion the program which began with the editorial and design changes of *HORTICULTURE* in 1964, the Executive Committee (as reported above) engaged the services of a publications expert. His report was completed on August 1, 1967. It confirms in general the judgment and actions of the Board and makes constructive recommendations for the future in which *HORTICULTURE* should become self-sustaining and be an even more substantial voice for the Society.

Any member of the Society wishing to receive a copy of this ten-page report may obtain one by writing to the Executive Secretary.

*John O. Stubbs, Chairman
Publications Committee*



FLOWER SHOW AWARDS 1965

THE PRESIDENT'S CUP

Bartlett Gardens, Hamilton, for a roof garden, the most meritorious exhibit in the Spring Show.

GOLD MEDAL OF THE HORTICULTURAL SOCIETY OF NEW YORK

The Massachusetts Horticultural Society Women's Exhibition Committee, Mrs. John M. Hall, Mrs. Richard Walcott, Co-Chairmen, for a group of ten gardens, the most beautiful exhibit in the Spring Show.

THE GOLD MEDAL CERTIFICATE OF THE PENNSYLVANIA HORTICULTURAL SOCIETY

The Massachusetts Horticultural Society Women's Exhibition Committee, for ten small gardens, an exhibit of special merit which stimulates an interest in horticulture, at the Spring Show.

THE ALBERT C. BURRAGE GOLD VASE

Bartlett Gardens, Hamilton, for a roof garden, the most outstanding exhibit during the year 1965.

GOLD MEDAL OF THE PHILADELPHIA FLOWER SHOW, INC.

Mr. and Mrs. Robert G. Stone, Marion, for a group of acacias, at the Spring Show.

BEACON HILL GARDEN CLUB CUP

Wellesley Garden Club (Mrs. Horace G. Crockett, Jr., Chairman) for the most charming garden club exhibit in the Spring Show.

MRS. JOHN S. AMES CUP

Hamilton-Wenham Garden Club (Mrs. Harold F. Bloss, Jr., Chairman), for the exhibit in the Garden Club Section displaying the greatest horticultural excellence at the Spring Show.

THE ANTOINE LEUTHY PRIZE

Mrs. Edwin S. Webster, Chestnut Hill, for a group of orchid plants, the best display of flowering and foliage plants in the Spring Show.

TROPHY OF THE MASSACHUSETTS DEPARTMENT OF AGRICULTURE

Weston Nurseries, Inc., Hopkinton, for an informal garden at the Spring Show.

BULKLEY MEDAL OF THE GARDEN CLUB OF AMERICA

The Massachusetts Horticultural Society Women's Exhibition Committee, for ten small gardens, an exhibit of special merit at the Spring Show.

THE BEATRIX FARRAND SILVER BOWL

William A. Coolidge, Topsfield, for a southern azalea garden, the best exhibit of azaleas in the Spring Show.

JOHN TAYLOR ARMS AWARD

Mrs. Richard D. Roquemore, West Newton Garden Club, for the blue ribbon entry receiving the highest number of points at the Spring Show.

THE MRS. EDWIN SIBLEY WEBSTER CUP

Hamilton-Wenham Garden Club (Mrs. Harold F. Bloss, Jr., Chairman), for a garden in a wooded area in back of a contemporary home.

WONDERLAND CUP

Alexander I. Heimlich, Woburn, for a waterfall garden, for the largest number of votes from the Spring Show visitors.

BEST BLOOMS

Camellia, Lady Mary Cromet, exhibited by Mrs. Edwin S. Webster, Chestnut Hill. Daffodil, Revelry, exhibited by Rev. J. B. Shannon, Westport Point. Tulip, Fulton, exhibited by the First Church of Christ, Scientist, Boston. Iris seedling, Border Iris, 44-AA, exhibited by Mrs. Miriam E. Corey, Reading. Iris specimen, High Seas, exhibited by Mrs. Irving W. Fraim, Waltham.

GOLD MEDALS

Bartlett Gardens, for a roof garden at the Spring Show.

Boston School Garden at Woburn, for the best display of vegetables and flowers from a school garden.

Carter's Cactus & House Plant Center, for a cactus and succulent exhibit at the Spring Show.

William A. Coolidge, for a southern azalea garden at the Spring Show.

DeVincent Farms, for a spring garden at the Spring Show.

DeVincent Farms, for a roadside stand.

Leo J. Dutram, for a jungle theme featuring cymbidium orchids and tropical plants at the Spring Show.

Flowers by Tedesco, for a display of miscellaneous cut flowers at the Spring Show.

The Garden Club Federation of Massachusetts, Inc., Mrs. Walter A. Galloway, Chairman, for flower arrangements based on the theme "Decorating for Beauty" at the Spring Show.

The Garden Club Federation of Massachusetts, Inc., Mrs. Robert G. Richards, Chairman, for flower arrangements based on the theme "New England Heritage."

The Garden Club Federation of Massachusetts, Inc., Mrs. C. Norman Collard, Chairman, for flower arrangements based on the theme "Come Share With Us."

Ormond Hamilton, for islands of beauty in the sea of space.

Allen C. Haskell, for a suburban type planting at the Spring Show.

Alexander I. Heimlich, for a waterfall garden at the Spring Show.

Alexander I. Heimlich, for a study in trees.

Johnson Bros. Greenhouses, Inc., for a display of roses at the Spring Show.

Karl P. Jones, for a display of roses.

William F. Lommerse, for a display of tulips.

Massachusetts Horticultural Society Women's Exhibition Committee, for ten small gardens based on the theme "Town and Country Gardens" at the Spring Show.

Helen C. Moseley, for a group of greenhouse flowering plants at the Spring Show.

New England Carnation Growers Assoc., Inc., for a display of carnations at the Spring Show.

New England Vegetable Growers Assoc., Inc., for a display of vegetables.

Old Colony Landscape Service, Inc., for an informal garden retreat at the Spring Show.

Park Florist, for an oriental autumn.

Mr. and Mrs. Robert G. Stone, for a group of acacias at the Spring Show.

Marinus Vander Pol, for a clematis garden at the Spring Show.

Mrs. Edwin S. Webster, for a group of orchid plants at the Spring Show.

Wellesley College, for an educational exhibit at the Spring Show.

Weston Nurseries, Inc., for an informal garden at the Spring Show.

Weston Nurseries, Inc., for a dooryard garden.

SILVER MEDALS

American Begonia Society, Bessie Raymond Buxton Branch, for a pot garden of begonias at the Spring Show.

American Gloxinia Society, New England Chapter, for an educational exhibit at the Spring Show.

Associated Fruit Growers of Eastern Massachusetts, for a display of "Apples for Health."

Jay M. Berkson Landscaping Company, for a town house garden at the Spring Show.

Bonsai Study Group of the Massachusetts Horticultural Society, for a bonsai gallery.

W. Dexter Brownell, Jr., for a rose garden at the Spring Show.

Butler & Ullman, Inc., for a display of camellias.

F. I. Carter & Sons, for flowering and foliage plants at the Spring Show.

James R. Cass, for a display of garden roses.

Cider Hill Greenhouses, for a group of saintpaulias at the Spring Show.

William A. Coolidge, for 12 cyclamen plants.

Gardner Museum, for a display of camellias at the Spring Show.

Gardner Museum, for a group of Christmas cactus.

Gardner Museum, for an azalea garden at the Spring Show.

Jamaica Plain High School, for an informal garden at the Spring Show.

Mahoney's Rocky Ledge Farm & Nursery, for a display of miscellaneous cut flowers at the Spring Show.

National Association of Gardeners (Newport, Rhode Island Branch), for a garden featuring rhododendrons & azaleas at the Spring Show.

Norfolk County Agricultural High School, for an informal garden at the Spring Show.

North Shore Horticultural Society, for a chapel in the woods at the Spring Show.

Clifford A. Packard, for an informal backyard garden at the Spring Show.

Peirce Bros., Inc., for a display of roses.

Dr. Harry E. Raymond, for a display of hybrid teas.

Mr. and Mrs. Robert G. Stone, for a group of orchids.

Jean Thibodeau, for a collection of miniature bulbs at the Spring Show.

BRONZE MEDALS

Brockton School Garden, for a display of flowers and vegetables from a school garden.

The Garden Shed, for a small backyard garden at the Spring Show.

Gardeners' & Florists' Club of Boston, for an informal in town patio at the Spring Show.

The Junior League of Boston, Inc., for a display of flowers and vegetables.

Junior's Plant Shop, for a display of dried material.

Mahoney's Rocky Ledge Farm & Nursery, for a formal geranium garden at the Spring Show.

Mahoney's Rocky Ledge Farm & Nursery, for a garden of allure.

Norfolk County Agricultural High School, for a chrysanthemum garden.

Mrs. Thomas T. Tatterfield, for a display of all American rose selections.

CULTURAL CERTIFICATES

Herbert Branch, for a tropical garden at the Spring Show.

Carter's Cactus & House Plant Center, for an educational exhibit of cacti and succulent at the Spring Show.

Albert A. Hulley, for an exhibition of hybrid clematis with new seedling varieties at the Spring Show.

Kartuz Greenhouses, for a group of gesneriads at the Spring Show.

EDUCATIONAL CERTIFICATES

American Gloxinia Society, New England Chapter, for an educational exhibit at the Spring Show.

Bonsai Study Group of the Massachusetts Horticultural Society, for a bonsai gallery.

Essex Agricultural & Technical Institute, for seasonal cut flower arrangements at the Spring Show.

Jean Thibodeau, for a collection of miniature bulbs at the Spring Show.

Wellesley College, for an educational exhibit at the Spring Show.

Walter A. Wheeler, Jr., for a display of "Camellias from Seed."

AWARDS OF MERIT

Rose John F. Kennedy, exhibited by Jackson & Perkins.

Carnation La Reve, exhibited by the New England Carnation Growers Association at the Spring Show.

VOTES OF COMMENDATION

Cymbidium Bengal Bay, variety Ann Dutram, exhibited by Leo J. Dutram at the Spring Show.

Rhododendron Hybrid Group #36, exhibited by Weston Nurseries, Inc.

BEST COMMERCIAL BOOTH IN THE SPRING SHOW

Kartuz Greenhouse, Wilmington.

FLOWER SHOW AWARDS 1966

THE PRESIDENT'S CUP

Mr. and Mrs. Robert G. Stone, Marion, for an outstanding forest of acacias, the most meritorious exhibit in the Spring Show.

GOLD MEDAL OF THE

HORTICULTURAL SOCIETY OF NEW YORK

Mr. and Mrs. Robert G. Stone, Marion, for an outstanding forest of acacias, the most beautiful exhibit in the Spring Show.

THE GOLD MEDAL CERTIFICATE OF THE PENNSYLVANIA HORTICULTURAL SOCIETY

The New England Wild Flower Preservation Society, for their superior presentation of Trillium habitats, an exhibit of special merit which stimulates an interest in horticulture at the Spring Show.

THE ALBERT C. BURRAGE GOLD VASE

Allen C. Haskell, New Bedford, for a contemporary garden, the most outstanding exhibit during the year 1966.

GOLD MEDAL OF THE PHILADELPHIA FLOWER SHOW, INC.

Honolulu Botanic Gardens and the East-West Center for Flora Pacifica, at the Spring Show.

BEACON HILL GARDEN CLUB CUP

Garden Club of Buzzards Bay (Mrs. John C. Bullard, Chairman), for the most charming garden club exhibit in the Spring Show.

MRS. JOHN S. AMES CUP

Garden Club of Buzzards Bay (Mrs. John C. Bullard, Chairman), for a small garden featuring a pool and flowering trees, an exhibit in the Garden Club Section displaying the greatest horticultural excellence at the Spring Show.

THE ANTOINE LEUTHY PRIZE

Mr. and Mrs. Robert G. Stone, Marion, for an outstanding forest of acacias, the best display of flowering and foliage plants at the Spring Show.

TROPHY OF THE MASSACHUSETTS DEPARTMENT OF AGRICULTURE

Weston Nurseries, Inc., Hopkinton, for an outstanding New England garden at the Spring Show.

BULKLEY MEDAL OF THE GARDEN CLUB OF AMERICA

The Honolulu Botanic Gardens and the East-West Center, for Flora Pacifica, an exhibit of special merit at the Spring Show.

THE BEATRIX FARRAND SILVER BOWL

Gardner Museum, Boston, for a group of azaleas, the best exhibit of azaleas in the Spring Show.

JOHN TAYLOR ARMS AWARD

Mrs. Donald E. Dupee, the Garden Club of Hingham, for the blue ribbon entry receiving the highest number of points at the Spring Show.

THE MRS. EDWIN SIBLEY WEBSTER CUP

Topsfield Garden Club (Mrs. Donald F. Underhill, Chairman), for a small garden featuring a bird feeder.

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FLOWER SHOP AWARDS

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WONDERLAND CUP

Mahoney's Rocky Ledge Farm and Nursery, Winchester, for a tropical garden, receiving the largest number of votes from the Spring Show visitors.

GOLD MEDALS

Amateur Horticultural Classes of the Massachusetts Horticultural Society (Mrs. Richard M. Burnes, Chairman), for significant achievement at the Spring Show.

Associated Fruit Growers of Eastern Massachusetts, for a display of apples.

Jay M. Berkson Landscaping Inc., for a wall garden at the Spring Show.

Carter's Cactus & House Plant Center, for an outstanding cactus garden at the Spring Show.

William A. Coolidge, for an Atrium garden at the Spring Show.

Jack Davis Florist, for outstanding floral arrangements at the Spring Show.

DeVincent Farms, for a terrace garden at the Spring Show.

DeVincent Farms, for two mass chrysanthemum plantings.

Leo J. Dutram, for a garden of orchids at the Spring Show.

The Garden Club Federation of Massachusetts, Inc. (Mrs. Donald L. Stevens, Chairman) for significant achievement in competitive flower arrangements at the Spring Show.

The Garden Club Federation of Massachusetts, Inc. (Mrs. Robert G. Richards, Chairman) for flower paintings.

The Garden Club Federation of Massachusetts, Inc. (Mrs. Louis F. Freitas, Chairman) for "Sights and Sounds of Autumn."

The Garden Shed, for a Japanese garden at the Spring Show.

Gardner Museum, for a group of azaleas at the Spring Show.

Gardner Museum, for a group of English winter-flowering begonias.

Allen C. Haskell, for an outstanding contemporary garden at the Spring Show.

Alexander I. Heimlich, for a country front yard garden at the Spring Show.

Alexander I. Heimlich, for a series of small gardens.

Honolulu Botanic Gardens and East-West Center, for Flora Pacifica at the Spring Show.

Mrs. Daniel E. Huger, for a patio garden, Spring Show. Ikebana International, Boston Chapter 17, for their flower arrangements.

Karl P. Jones, for an educational display of roses.

Mahoney's Rocky Ledge Farm and Nursery, for a tropical garden at the Spring Show.

New England Carnation Growers Association, Inc., for an outstanding display of carnations at the Spring Show.

New England Vegetable Growers Association, for a display of vegetables.

Norfolk County Agricultural High School, for a garden featuring chrysanthemums.

Old Colony Landscape Service Inc., for an outstanding front yard garden at the Spring Show.

Mr. and Mrs. Robert G. Stone, for a group of cypripediums.

Mr. and Mrs. Robert G. Stone, for an outstanding forest of acacias at the Spring Show.

Mrs. Edwin S. Webster, for a display of orchids at the Spring Show.

Weston Nurseries, Inc., for an outstanding New England Garden at the Spring Show.

Weston Nurseries, Inc., for plantings around a patio.

The Women's Exhibition Committee of the Massachusetts Horticultural Society (Mrs. Eugene C. Eppinger, Chairman) for 11 gardens by amateurs at the Spring Show.

SILVER MEDALS

James R. Cass, for the display of climbers.

D'Errico-McGlynn Flowers, for floral arrangements at the Spring Show.

Designs Unlimited, for floral arrangements, Spring Show.

Gardner Museum, for a group of Christmas cactus.

Gardner Museum, for chrysanthemum plants.

Karl P. Jones, for a display of fragrant floribundas.

Junior's Plant Shop, for a display of dried material.

Mrs. Francis P. Sears, for a display of camellia plants.

Mr. and Mrs. Robert G. Stone, for a group of orchids.

BRONZE MEDALS

Handy Greenhouses, for a display of house plants.

Kartuz Greenhouses, for flowering and foliage plants.

National Association of Gardeners (Cape Cod Branch), for a spring bulb garden at the Spring Show.

CULTURAL CERTIFICATES

Herbert Branch, for a display of orchids, Spring Show.

Leo J. Dutram, for cymbidium Prince Charles at the Spring Show.

John J. Hurley, for hydrangeas, azaleas and other plants at the Spring Show.

William J. Jennings, for the collection of ferns at the Spring Show.

Karl P. Jones, for a display of old garden roses.

Karl P. Jones, for a display of fragrant hybrid teas.

George J. Jung, for a display of garden roses.

George J. Jung, for a display of hybrid teas.

Mrs. Harry E. Raymond, for a display of garden roses.

John Sullivan, for cascade chrysanthemum plants.

Mrs. Eva M. Tatterfield, for a display of All American Rose Selections.

EDUCATIONAL CERTIFICATES

Bonsai Study Group of the Massachusetts Horticultural Society, for a display of trained chrysanthemums.

Alexander I. Heimlich, for a series of small gardens.

New England Wild Flower Preservation Society (Mrs. Garrett Birkhoff, Chairman) for the superior presentation of Trillium habitats at the Spring Show.

Jean Thibodeau, for the border of miniature bulbs at the Spring Show.

Wellesley College, for the collection of ferns at the Spring Show.

VOTES OF COMMENDATION

Geranium Patricia Andrea, exhibited by Andrea Greenhouses, at the Spring Show.

Bonsai, exhibited by the Bonsai Study Group of the Massachusetts Horticultural Society at the Spring Show.

VOTES OF THANKS

Norman E. Dupee, Jr., for a display of *Ornithogalum saundersiae*.

Mrs. Robert Moore, for a display of gourd craft.

BEST COMMERCIAL BOOTH IN THE SPRING SHOW

Mahoney's Rocky Ledge Farm and Nursery, Winchester.

SPECIAL CREATIVITY AWARD

Mrs. Robert Lange, Andover Garden Club, for blue ribbon flower arrangement receiving 95 or higher at the Spring Show.

Mrs. Donald E. Dupee, Garden Club of Hingham, for blue ribbon flower arrangement receiving 95 or higher at the Spring Show.

MARIE HANCOCK COOK CERTIFICATE OF MERIT

Mrs. Howard Hunter, Arlington Garden Club, for the highest scoring blue ribbon arrangement in a traditional class at the Spring Show.

Milford Lawrence, Chairman

SPECIAL MEDALS 1965

GEORGE ROBERT WHITE MEDAL OF HONOR

Ethel Zoe Bailey, Bailey Hortorum, Cornell University, Ithaca, New York, for a lifetime of study and service to Botany and Horticulture. Scientist, traveller, author and friend, her wide-ranging studies have done much to help others throughout the world better appreciate the plants round about them.

THE THOMAS ROLAND MEDAL

Clarence Edwin Godshalk, Morton Arboretum, Lisle, Illinois for his meritorious work in the planning and development of the Morton Arboretum, and for his direction and leadership since its founding, making it the beautiful display garden it is today.

JACKSON DAWSON MEDAL

Alfred James Fordham, Arnold Arboretum, Jamaica Plain who, following in the footsteps of famous propagators at the Arnold Arboretum, is doing much to maintain the high standards set by them years ago in this often difficult and sometimes most perplexing art.

LARGE GOLD MEDAL

Louise Bush-Brown, Philadelphia, Pennsylvania for her eminent horticultural accomplishments as teacher and author, and especially for her efforts in founding the Neighborhood Garden Association and taking an active part in its development and organization, which has done so much to help the underprivileged better appreciate the beauty of Nature.

LARGE GOLD MEDAL

Claudia Taylor Johnson, The White House, Washington, D.C. for her willingness to use her high position and her leadership in focusing the attention of the entire nation on the serious need for energetic activity in the beautification of the American landscape. (Presentation of the medal was made to Mrs. Johnson's representative, Mrs. Claiborne Pell, wife of Senator Pell of Rhode Island at the New England Spring Flower Show Preview Reception, Wonderland Park, March 11, 1966).

SPECIAL MEDALS 1966

GEORGE ROBERT WHITE MEDAL OF HONOR

Fletcher Steele, landscape architect, author, lecturer and tutor to client, helper and student alike, whose creative and cultured interest in gardens and people has left New England a unique heritage of his work which in its imaginative quality of design, perfection of craftsmanship and freedom from convention are, and will continue to be, examples of the superlative in garden art and a source of joy for all.

THE THOMAS ROLAND MEDAL

Henry Marcellus Cathey for his meritorious work in experimentally controlling plant growth. His findings in regulating the flowering process in certain plants by environmental control and in chemical control by the use of growth-stimulating and growth-retarding substances, have resulted in valuable basic information applicable to the flower growing industry of America.

JACKSON DAWSON MEDAL

Sidney Waxman of the University of Connecticut who has been doing outstanding research in the propagation of woody plants, especially those that have proved difficult to propagate by common methods.

LARGE GOLD MEDAL

Fred Carroll Sargent who has made the horticultural plantings in the municipal cemeteries of Salem, Massachusetts, bringing together one of the best collections of woody plants in the area. He has given generously of his time and experience in conducting plant clinics for the Federated Garden Clubs of the state and for the Society.

Donald Wyman, Chairman



Ethel Zoe Bailey



Clarence Godshalk



Alfred Fordham



Claudia Taylor Johnson



President Wolcott presents the Society's Large Gold Medal to Mrs. Louise Bush-Brown of Philadelphia at the 1966 Annual Meeting.



Dr. Donald Wyman, Trustee of the Society, with Dr. Sidney Waxman, of the University of Connecticut, and Dr. Henry M. Cathey, of the U.S. Department of Agriculture, award recipients at the 1967 Annual Meeting.



Fletcher Steele



Fred Carroll Sargent



Above: Mrs. G. Kennard Wakefield, a Trustee of the Society, with Mrs. Henry F. Cate, holding the Bronze Medal awarded to Mr. and Mrs. Cate's garden in Duxbury, at the 1967 Annual Meeting.

Below: At the 1966 Annual Meeting President Wolcott presented a Gold Medal to Mrs. Douglas Crocker of Fitchburg for her garden.



Below: Recipients of Garden Awards at the 1967 Annual Meeting are: Mr. Lewis W. Francis of Falmouth, Reverend Richard Crowell (for St. Barnabas Chapel) of Falmouth and Mr. and Mrs. Hollis Lovell of Falmouth.



GARDEN AWARDS 1965

GOLD MEDALS

Mount Auburn Cemetery, Mount Auburn Street, Cambridge

"Famed Mount Auburn — one hundred and thirty four years of world wide selection have resulted in its present magnificent plantings of rare and beautiful trees and shrubs."

Mr. and Mrs. Douglas Crocker, Nichols Street, Fitchburg

"This formal terraced garden on a severe cross slope was designed and developed with great ingenuity. Over the years, the sympathetic and knowledgeable owners have preserved the original design and plantings while perfecting the color and details. Beneath the handsome old standard lilacs is the freshness of borders seasonally renewed; the sparkle of a fountain enlivens the long terraces with their attractive seats and tubs of subtropical plants."

SILVER MEDALS

State Mutual Life Assurance Company of America, Lincoln Street, Worcester

"Sweeping parklike lawns and slopes, well arranged masses of mature shrubs and many young specimen trees make a handsome setting for the building on all sides."

Dr. and Mrs. Gaspar Angelo, Huckleberry Hill, Lincoln

"The grass terrace on the living side of the house takes full advantage of a magnificent view over Hobbs Brook Basin toward the wooded hills of Waltham. The "hanging" gardens are cleverly adapted to a steep ledge providing opportunities for planting where otherwise they would not exist."

Mr. and Mrs. Thomas Witherby, Huckleberry Hill, Lincoln

"An octagonal house projects from a steep cliff in a woodland setting. Interesting terraces and well planted steps wind around the house as they descend to a uniquely shaped swimming pool fitted to slopes and trees. Here is outdoor living made easy!"

Mr. and Mrs. Bartow Kelly, High Rock Road, Fitchburg

"Situated on a hillside overlooking extensive orchards and a valley view of Mount Wachusett, this old colonial house is well screened from the road by full grown dogwoods against a cedar fence. One of the attractive terraces overlooks a small formal garden; another, developed on the site of an old barn, has become a unique and livable feature of the place."

Mr. and Mrs. Robert C. Milton, 533 Salisbury Street, Worcester

"Touches of pink flowers and green leaves against a white woven fence enliven the small brick entrance terrace of this charming house. Here too, is an espaliered stewartia. A series of small seasonal gardens and a sloping lawn lead to the little lake where huge weeping willows are reflected, trout abound and wild ducks feed."

The Algonquin Gas Transmission Company, 1284 Soldiers Field Road, Brighton

"A dramatic treatment of a small courtyard so skillfully designed and planted that it is ornamental by day and by night throughout the year providing a pleasant outlook for the surrounding restaurant and offices."

BRONZE MEDALS

Mrs. John W. Higgins, 80 William Street, Worcester

"The handsome mature plantings and excellent basic structure make this a distinguished and restful city garden."

Peabody School, 44 Linnaean Street, Cambridge

"The City of Cambridge has made a significant effort toward providing an attractive horticultural setting for the children. The design of the interior courtyard and the terraces on either side of the building is notable."

GARDEN CERTIFICATES

Mrs. William B. Soper, Prospect Street, Fitchburg

"Interesting results of using old house foundations for a garden space and sitting area with specimen dogwoods, oxydendrums and an ivy of unusually fine texture."

Mr. and Mrs. Clarence Arms, 21 Metcalf Street, Worcester

"An excellent example of the horticultural accomplishment of two knowledgeable gardeners who maintain their small place themselves."

Mrs. Roger N. Heald, 45 Flagg Street, Worcester

"A city garden which provides enjoyment to friends and neighbors and the casual passerby. It features annuals and a white garden."

Worcester Federal Savings and Loan Association, 22 Elm Street, Worcester

"An oasis in a busy downtown district — a well planted parking space bordered by a succession of flowers from spring to fall."

continued on page 11

GARDEN AWARDS 1965

continued from page 10

Paul Revere Life Insurance Company, 18 Chestnut Street, Worcester.

"A long narrow strip of land, bordering a congested city street and backed by a concrete wall, has been transformed into a noteworthy one by its imaginative plants of crabapples, firethorns, azaleas and a succession of flowers."

GARDEN AWARDS 1966

GOLD MEDAL

Mr. and Mrs. Paul Mellon, Oyster Harbors, Osterville

A seashore estate of great distinction. The restraint shown in making the design was equaled by the quality of the subtle and unusual treatment of its elements.

SILVER MEDALS

The garden of St. Barnabas Chapel, Falmouth (Reverend Richard Crowell)

This small ecclesiastical garden is both ornamental and useful. Its well head and panels of turf and paving, may be used for christenings and weddings; its borders are both evergreen and flowering. The double row of Japanese cherries filter the sun on the windows and so shelter the long interior flower border of the children's Chapel which is maintained in bloom throughout the winter.

Mr. and Mrs. Fred C. Frick, Main Street, Cotuit

From the entrance garden, brimming with flowers, to the top of the bank overlooking Cotuit Bay, this little place is expertly planted and exquisitely maintained.

Mr. and Mrs. Hollis Lovell, Oyster Pond, The Moors, Falmouth

The enthusiasm of the owners and their successful efforts at experimenting with a wide variety of plants, from the trial plantings in the back to the thyme covered terrace overlooking a small man made beach, has resulted in a place of great horticultural interest.

BRONZE MEDALS

Mr. and Mrs. Henry F. Cate, 137 South Station Street, Duxbury

A gray shingled house in a woodland setting has small, livable gardens and sitting areas. Its oak and pine shaded lawn slopes to a new pond already abounding in wild ducks and geese.

Mr. and Mrs. John B. Welch, Gansett, Woods Hole

A series of individual, well related and carefully planted garden areas which takes full advantage of the varying

topography and the rather strong natural growth. Some are secluded, while others have long vistas of Quisset Harbor.

GARDEN CERTIFICATE

Mr. and Mrs. Fred B. Manchee, Lake Elizabeth Drive, Craigville Beach

Despite the terrific exposure to high winds and the unhappy foreground of neighboring buildings; in only a few years this small place has developed an enclosed flower garden with intermediate terrace and a secluded lawn with a view of Nantucket Sound.

SPECIAL CERTIFICATE

Mr. Lewis W. Francis, 497 Sippewissett Road, Quissett, Falmouth

A collection of many varieties of old and thriving boxwood. Nearby is a bearing chestnut tree, crepe myrtles that bloom and a magnificent specimen of metasequoia grown from one of the "original" seeds from China.

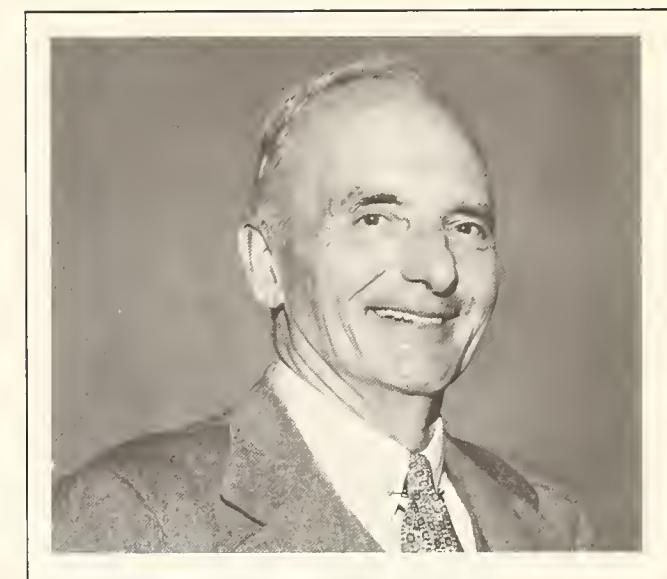
ALBERT C. BURRAGE PORCH PRIZE

Mr. and Mrs. William F. Bickel, Ice Valley Road, Osterville

A large stone flagged terrace, planted with masses of gray and green groundcovers, forms a charming outlook for the living rooms of the house and affords a spectacular view over unspoiled native landscape to inlets and salt river.

Mrs. G. Kennard Wakefield, Chairman

Collection of plants entered by Mrs. George F. Hoysradt, Belmont Garden Club, at the 1966 Christmas Show.



OLIVER WOLCOTT

In recognition of the ten years of service and leadership as President of the Massachusetts Horticultural Society, the Board of Trustees wishes to express its sense of loss in the death of Mr. Oliver Wolcott and its sincere appreciation of his services as a member and officer of the Society.

Son of Roger Wolcott (Governor of Massachusetts from 1897-1900) Mr. Wolcott was long interested in horticulture and the various activities of the Society. A graduate of Harvard College and Harvard Law School (1915) he served in the U.S. Army in World War I. He served in the law firm of Ropes, Gray, Boyden and Perkins before joining the Old Colony Trust Company of Boston in 1925 and retired in 1956 as its counsel Vice President.

He was greatly admired by his neighbors and associates, serving as Town Moderator in Hamilton for 30 years. Trustee of the Boston Symphony Orchestra, former President of the Boston Council, Boy Scouts of America and active as a trustee and volunteer in the Peabody Museum of Salem, his activities were distributed among several outstanding philanthropic organizations. It was horticulture and the growing and display of plants as well as the several activities of the Massachusetts Horticultural Society in which our interests mingled with his, and his guidance and dignified leadership during his tenure of office as President, will be greatly missed.

Be it therefore resolved, that this expression of appreciation be sent to Mrs. Oliver Wolcott, and be spread upon the minutes of this meeting of the Board of Trustees, Massachusetts Horticultural Society.

May 25, 1967

TREASURER'S REPORT 1965

The Society experienced a loss from operations during 1965 of \$154,775.87 compared with \$182,220.98 in 1964. The Spring Flower Show profit of \$33,027.54 compared to \$17,104.52 of the previous year and HORTICULTURE showed a loss of \$118,629.53 as against \$118,124.52 in 1964. These figures are subject to auditors adjustments and verification.

The loss for 1965, as in the past, made it necessary to sell some of our securities, but I am happy to report that the income from securities in 1965 was larger than that of the previous year.

While we have budgeted another loss for 1966, plans for the future will change this long downward trend within the next three years, we are sure.

TREASURER'S REPORT 1966

For 1966 the Society had a loss of \$466,217. Several factors contributed to this large deficit, namely:

- (1) A loss from operations of HORTICULTURE of \$409,656, up \$237,500 from the previous year. This represents over 85% of the Society's loss, but a substantial part of this was non-recurring.
- (2) A decline of \$32,500 in income from the Spring Show, which showed a profit of only \$576 as compared with \$33,000 of the year before.

Because of these factors it was necessary from time to time to sell securities from the endowment fund. This fund stood at \$1,848,412 as of December 31 after the above-mentioned sales.

Frederick S. Moseley III, Treasurer

Any member of the Society wishing to receive an audited statement, may obtain one by writing to the Treasurer, Horticultural Hall.

BEQUESTS

Mena V. French, \$1,000

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Miss Sibylla O. Young
Rockport Garden Club

LIBRARY REPORT

William Endicott in his report on the library (Transactions, 1892, p. 174) tells of its character and value. It is a glowing report of treasures acquired with the Stickney bequest and funds supplied by the Society.

Seventy-five years later, in the third Horticultural Hall, the character of the collection has branched out to cover all aspects of horticulture and has increased in value, not only monetarily, but in use.

Statistics show that the library has been used by the public and by our members to acquire a wider philosophy of gardening and a greater competence in horticultural skills.

Records also show that the library has reached out, taking advantage of the latest communication techniques, in an ever expanding service to other libraries, research institutions, schools and botanic gardens.

Of special interest is the publication of the Supplement to the Dictionary Catalog of the Library of the Massachusetts Horticultural Society. Compiled by Elizabeth Higgins, this work lists by subject the works added to the library in the past five years. It also lists the donors of books. These gifts have greatly helped augment the book funds bequeathed to the library in the early part of the century.

A high point of the 1966-1967 program was the seminar on Great Books in Horticulture arranged by Carlton B. Lees, executive secretary, and Dorothy S. Manks, librarian emerita. This brought to the library eight of the country's leading lecturers in the field.

A book fund has been established in memory of Marion B. Crowell, chief of circulation, who died in 1967. More than fifty friends and members have contributed to the fund which has been

continued on page 13

used to add the following titles:

Barham, Henry. *Hortus Americanus*, 1794.
Baskin, Esther. *The Poppy and Other Deadly Plants*, 1967.
Gronovius, Johann Frederick. *Flora Virginica*, 1743.
Hemsley, W. Botting. *Biologia Centrali-Americanica*, 5 vols., 1886-1888.
Hinds, Richard Brinsley. *The Botany of the Voyage H.M.S. Sulphur* with botanical descriptions by George Bentham, 6 vols., 1844.
Humbolt, Alexander. *Monographie des melastromacees* (Voyage de Humbolt et Bonpland 6e pt., Botanique 2) 1816.

On order for this memorial collection is Captain Cooks' Florilegium to be published in 1968 by the Lion and Unicorn Press of London.

The library is also adding to the collection the multi-volume set of the *Wild Flowers of the United States* by Harold Rickett, not with the memorial fund but with an appreciation fund started with spontaneous contributions from all over the country. This started during Miss Crowell's regime at the front desk in appreciation of the assistance given by the library through the loan of books and other material. The fund is sufficient to purchase the complete series and the first two volumes issued are now in circulation.

Mrs. G. Kennard Wakefield, Chairman

BOOK DONORS 1965-1966

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American Orchid Society
Ames, Oakes I.
Anderson, Dr. Edgar
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Wilhelm, Stephen
Wolf, Mrs. Leo E.
Wood, Joanna M.



The Spring Flower Show "Hot Line" connects directly with the library and allows hundreds of individuals to obtain substantial horticultural information.

MEMBERSHIP REPORT

At the close of 1966 membership was as follows:

Patrons	16
Life Members	770
Annual Members	
Sustaining	9
Contributing	66
Family	529
Individual	5,692

Although the total membership (7,082) shows a reduction of 307 during the year, membership income was \$3,244.59 more than for 1965 (\$32,844.25 for 1966 as compared to \$29,597.66 for 1965). This was due to the fact that many Individual Members became Family, Contributing or Sustaining Members.

The Board of Trustees, after long and careful consideration, voted at the June 1967 meeting to increase dues from \$8.00 to \$10.00 for Individual Membership and from \$12.00 to \$15.00 for Family Membership, effective September 1, 1967. All members receive the magazine HORTICULTURE without further cost as a part of their membership.

It has been ten years since an increase in dues. During this time the cost of membership mailings, of books for the library, and of nearly everything else has increased tremendously. It was apparent that the Society could not continue to function on an out-of-date dues structure.

The Society is working hard to provide new services to members and to the community at large and is becoming increasingly influential in national as well as local efforts to conserve and create better environments for tomorrow.

In an effort to improve service to you as well as to make our billing more efficient, it was also voted to have all memberships expire on May 31 of each year. Each member will receive a renewal notice adjusted to the new dues schedule.

Your support as a member is needed to carry our important work forward.

Mrs. Charles F. Hovey, Membership Chairman

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Honorary Members are individuals who have received one of the special medals of the Massachusetts Horticultural Society.

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C. J. Van Bourgondien, *Babylon, L.I., N.Y.*
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1947 Thomas H. Everett, *New York Botanical Garden*
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1967 Henry Marcellus Cathey, *Beltsville, Maryland*
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EXECUTIVE SECRETARY'S REPORT

Many of the accomplishments of the year 1966 are a part of a foundation for the future. The next most serious fundamental problem is that of membership, and I feel that 1967 is the year in which we reassess our membership structure and policies and then go forward to build the membership necessary to help carry forward the work of the Society.

The continued response to the editorial content of HORTICULTURE from readers all over the country is strong indication that we are on the right road. An even better one is the fact that we have boosted the renewal rate from 43 percent to over 60 percent and that nearly 65 percent of all renewals are for a three year period. This is good, solid support and helps reduce the variables in circulation income. The magazine still isn't everything we would like it to be, but we look forward to the day when we can enlarge its editorial scope and add more pages to each issue.

Some of our lectures, workshops and special shows have diminished in number because of lack of participation and response on the part of members, exhibitors and the general public, and we feel that we must find more effective ways in which to reach more people.

The evaluation of such activities and the evolution, where needed, into a more up-to-date format, is difficult and slow, and sometimes members misunderstand the steps along the way.

While some of the activities for members have been undergoing change, we have stepped up our role of service to the community. As representatives of this Society, other members of the staff and I have served on several committees and have given assistance to many local and national programs and projects.

While the building and program analysis and

report was the most significant and fundamental achievement of the year, we also can look to 1966 as the year in which a program was launched which promises to have far reaching results. It all began when a member of the Society who was attending a Tuesday evening series of lectures on landscaping which I was giving, came up to me after one of the classes and said, "Mr. Lees, I wish we could do something about a neighborhood gardening program in Roxbury."

From this beginning came the establishment of the Pilot Garden at Erie and Ellington Streets, Dorchester, and, for the first time, the establishment of the 4-H program within the City of Boston.

In addition to acting as an instrument to bring the necessary co-ordinating agencies together, such as the Massachusetts 4-H Foundation and the Co-operative Extension Service of the University of Massachusetts, the Society also subsidized a course in practical gardening (given by Mrs. Lucien Taylor, in Dover) for potential leaders from Roxbury. We provided the design for the garden, helped find materials and plants, and gave support through lectures and meetings at Robert Gould Shaw House and in Horticultural Hall with leaders. (See photographs pages 1 and 2.)

The potential of this program can make your head spin, but its basic purpose is to teach every man that he has within himself the power to improve his environment and the responsibility to maintain it. The future of the American landscape depends on so simple a lesson.

Looking back has been exciting, but ahead is even more so. We need ideas, we need money, but most of all we need, desperately, members who can roll up their sleeves and go to work.

Won't you help?

Carlton B. Lees, *Executive Secretary*

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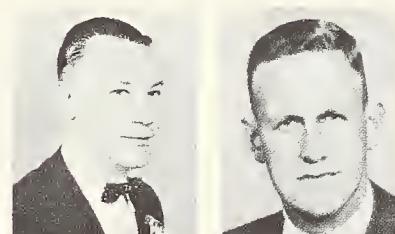
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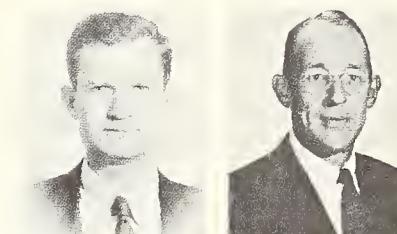
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